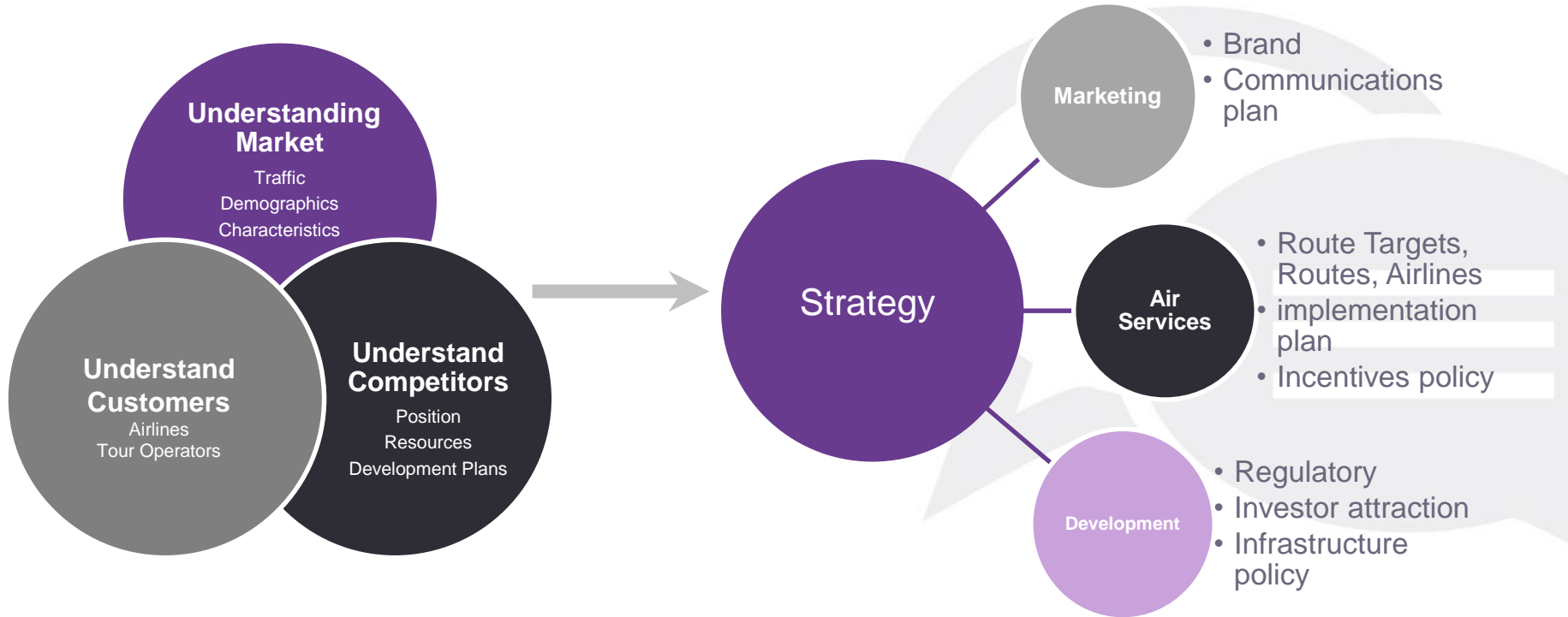


THE FUNDAMENTALS OF ROUTE DEVELOPMENT

STRATEGY AND TARGETS

MODULE 5



1. Competition, positioning and objectives
2. **Which airlines, which markets**
3. The collaboration expectation



Which airlines, which markets

Which airlines can deliver?

Which airlines are ordering new fleet?

Which airlines are strategically aligned?

Which airlines are strong in source markets?

Does the nationality of the airline matter?

How important is the operating model of the airline?



1. Competition, positioning and objectives
2. Which airlines, which markets
3. **The collaboration expectation**



The collaboration expectation.....

“The best places that we work with, are those where all stakeholders work together as a destination, rather than individual entities from the same location.” – Emirates

To the airline this means:

Joint Planning • Data/Market Insight • Route Support • Traffic Delivery

STRATEGY AND TARGETS

CLEAR AND FOCUSED DIRECTION

Strategy	Targets
What Positioning Objective	Routes that fit markets of focus
Which geographic markets of focus	Airlines/Tour Operators that are strong/relevant to geographic market of focus
Which airline/tour operator sector	Airlines/Tour Operator fit to sector; Alliance
Key success KPI's	Airlines/Tour Operator ability to deliver: Fleet, operations
Integration with stakeholders	Specific – route, airline, seasonality, frequency, connecting flows, aircraft, start date
Understanding Enablers	Rating of deliverability

Be specific

- Identify the route(s)
- Target carrier(s)
- Routing (non-stop, tag)
- Frequency
- Aircraft type(s)
- Target start date
- Validate
- Airport revenue

